

Overview of Products/Recommendations

SaMS Education and Outreach Workgroup

4th and Final Meeting, February 25, 2020

The purpose of this document is solely as a resource that summarizes all the emerging recommendations from the Education and Outreach Workgroup. Each will be voted on to identify the workgroup's support for its inclusion in the SaMS document.

A. SaMS Baseline Awareness Survey Results

a. Document:

- i. [2019 Northern Virginia Winter Salt Impact Survey, Summary of Findings, completed by Amplitude Research, Inc., January 6, 2020](#)
- ii. [2019 Northern Virginia Winter Salt Impact Survey, data summary in MS Excel, January 6, 2020](#)

B. Pilot Outreach Campaign: Results and Framework

a. Document:

- i. [Salt Management Strategy Education and Outreach Workgroup Pilot Communications Plan, Outreach Pilot Campaign for the Salt Management Strategy, September 2019](#)
- ii. [Summary and Outcomes of SaMS Education & Outreach Pilot Campaign, February 2020](#)

C. Guide for Developing Materials

a. Document:

- i. [A Guide for Developing Education and Outreach Materials](#)

D. SaMS Messages

a. Messages:

- i. Tagline: Winter Salt Smart
- ii. Hashtag: #WinterSaltSmart
- iii. Awareness Messages:
 1. [Infographic of pros and cons of winter salt use \(.zip; 2 formats\)](#)
 2. [1-page flyer on pros and cons of winter salt use](#)

F. Best Practices for Residents: Infographic

- a. Document:
 - i. [Resident BMP infographic](#)

G. SaMS Logo and Use Policy

- a. Document:
 - i. [Logo](#)
 - ii. [SaMS Logo Use Guidelines \(.docx\)](#)
 - iii. [Logo Standards \(i.e. User Guide\)](#)

H. Funding Opportunities

- a. Content from the following documents:
 - i. [Funding Opportunities Identified](#)
 - ii. [Presentation: Item 5. Research Funding Opportunities](#)

I. Recommendations for Future Action and/or Consideration:

- a. Development of educational materials and/or program for grades K-12.
- b. [Others?]